

# WORKING THE ROOM

## Presentation Skills Part 3

Communication Training



### Learning Objectives

After participating your team should be able to:

- Identify audience archetypes and know how to present to them
- Develop and apply active listening skills
- Recognize signs of audience dissent and learn techniques to diffuse trouble
- Build improv skills to help evolve stories on the fly

### Duration

1 day: 9am – 5pm

### Number of participants

Maximum participants is 20

### Who should attend

All levels, all disciplines.  
Any combination.

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### About the Workshop

**\*NOTE: Stand & Deliver and Selling Stories are prerequisites for this workshop**

Why is it that some audiences have hours of patience for anecdotes and the 'dog and pony show' while others invoke the 'hard stop in 10' rule within moments? And how is it that decisions made in the room are often overturned by the time you get back to the office??

Welcome to Working the Room – the workshop that peels back the covers on all things 'audience' and demystifies the psychology and process of getting them to make the decisions that you want and need.

In this workshop, you'll learn how to unfurl your antennae and read a room, be able to discern your 'Drivers' from your 'Amiables' and know exactly how to push their 'yes' buttons. Do a deep dive into your current or prospective clients to figure out what makes them tick and get the tools to plan your approach. Learn some sneaky secrets to the slickest segues, how to ask for help without anyone seeing you sweat, practice all of your newfound skills and walk away with a nifty little toolkit that you can use over and over again. Then take your presentation skills final exam and be truly blown away by just how far you've come.

Working the Room is the last piece of the puzzle to giving you a rock solid, rock star foundation for presenting anything, anywhere, to anyone.